



Proposed Microtransit Pilot Program North Tahoe – Summer, 2021

**Board of Supervisors
March 30, 2021**



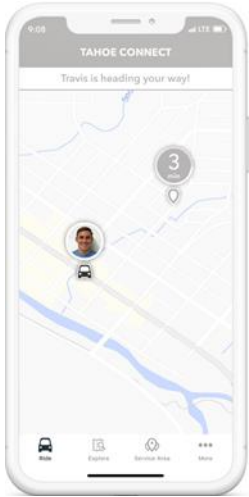
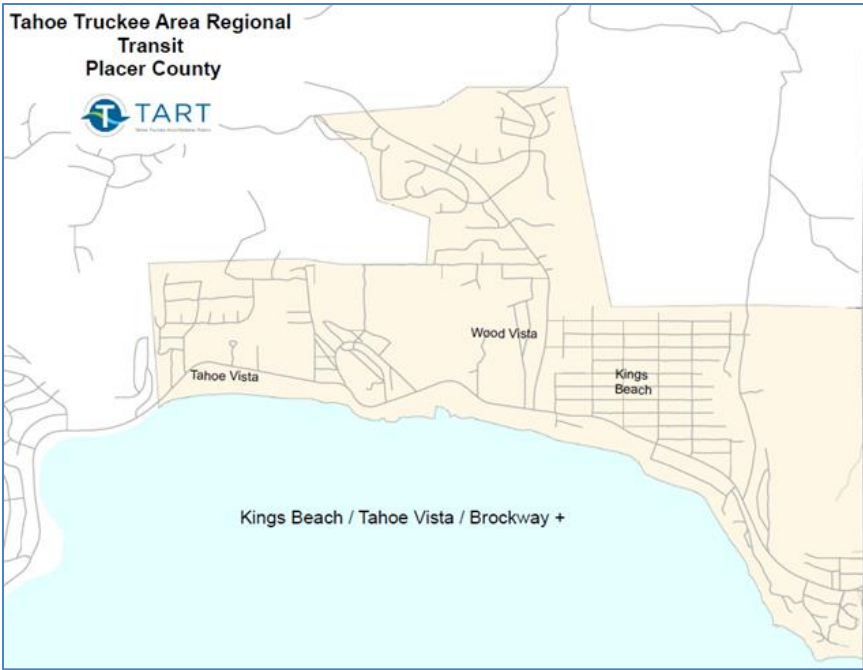
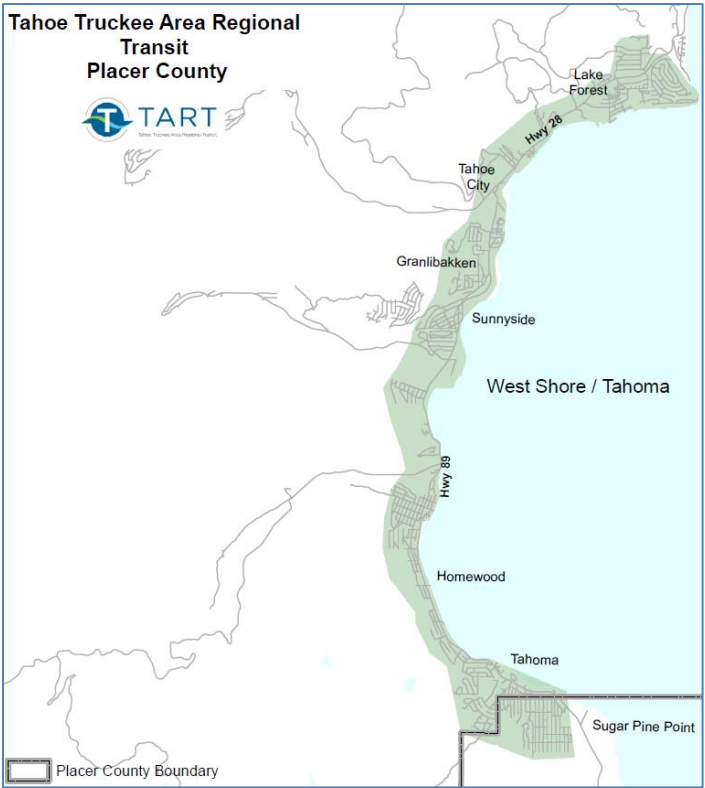
3/30/2021

Microtransit Pilot Information

- Provided by Downtowner, LLC – Operator of Mountaineer in Squaw/Alpine
- Days of operation: July 1 – September 6, 2021
- Hours of operation: 8:00AM-Midnight
- 8 vehicles in maximum service
- Two Zones: Kings Beach/Tahoe Vista/Brockway
Tahoe City/Dollar Point/Westshore
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up
- Point-to-Point & Connections to Regional TART
- Branded as a service of TART
- Cost = \$465,000 (not to exceed)
- Funding = Transient Occupancy Tax(FY 20-21 Fund Balance)

3/30/2021

Microtransit Pilot – Summer, 2021





Microtransit Pilot Review

- Develop a written review of key performance indicators for the pilot
 - Ridership (by day, time of day, zone and origin/destination)
 - Wait times
 - Ride Times
 - Number of App and Service Users
 - Cost Effectiveness
 - Customer Satisfaction
 - Safety & Reliability